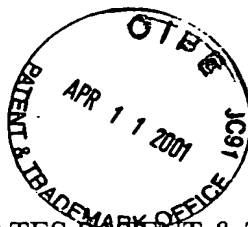


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4-1201

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF: :  
Michael C. SCROGGIE et al : GROUP ART UNIT: 2163  
SERIAL NO. 08/873,974 :  
3<sup>rd</sup> CPA FILED: March 2, 2001 : EXAMINER: ROBINSON-BOYCE, A.  
FOR: SYSTEM AND METHOD :  
FOR DISTRIBUTING :  
INFORMATION ... :

RECEIVED  
1 APR 12 2001  
Group 2100

AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

Responsive to the Official Action mailed February 9, 2001, further to the Appeal Brief and Notice of Appeal filed on March 2, 2001, and further to the Supplemental Appeal Brief filed herewith, please amend the above-identified patent application, as follows:

IN THE CLAIMS

Claims 57, 58, 59, 67, 68, 69, 77, 78, 79, 87, 88 and 89, amended as shown in the marked-up copy of the claims submitted herewith, are as follows:

57. (Amended) The system of claim 56, wherein said incentive data is based on said consumer specific data comprising a shopping history of said consumer.

58. (Amended) The system of claim 56, wherein said incentive data is based on said consumer specific data comprising demographic data of said consumer.